



ASSESSMENT: BUSINESS PRESENTATION BUSINESS COMMUNICATION CENTER

ASSESSMENT FORM: MIS 4173 SPRINT PRESENTATION 2

Instructions

This assessment form evaluates a business presentation using the following measurements:

Unprofessional 1.0

Developing 2.0

Proficient 3.0

Professional 4.0

weights are show in %

Name _____

Class _____

Date _____

Score _____

1. CONNECTS TO TARGET AUDIENCE (10%)

3% STRATEGY

3% ORGANIZATION

4% ENGAGEMENT

2. DIRECTS AND HOLDS ATTENTION (30%)

5% STRATEGY

10% ORGANIZATION

15% ENGAGEMENT

3. CREATES UNDERSTANDING AND MEMORY (30%)

10% STRATEGY

5% ORGANIZATION

15% ENGAGEMENT

4. DRIVES TARGET AUDIENCE TO ACTION (30%)

5% STRATEGY

5% ORGANIZATION

20% ENGAGEMENT

Comments

A Few Coaching Insights

Does not provide an effective insights of the preliminary supplement specifications or fails to update presentation items

Does not provide numerical measurements for benefits

Filled pauses (ahms) occur at locations that a presenter should breathe but doesn't. Typically, the presenter's chin position is too high creating shallow breathing and the filled pauses.

Eye gaze skims or avoids looking at people. Changes in eye gaze should be synchronized with each breath.

Voicing is monotone in speech rate and/or volume. For virtual presentations, this is often the result of reading a script.

The PowerPoint design continues to undercuts the story (TOO MUCH CONTENT, POORLY DESIGNED, AND/OR WEAK VISUALS)

The presenter's stance forces gestures downward or limits their movement away from the body. Typically, ineffective posture creates this issue. Try jumping into the air. Any movements after you land are the results of a shift to feel comfortable but the comfortable stance undercuts gesturing, eye engagement, and voicing.